

# CRESTON, IOWA LABORSHED AREA



A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS  
EXECUTIVE SUMMARY

[WWW.IOWALMI.GOV/LABORSHED](http://WWW.IOWALMI.GOV/LABORSHED)

RELEASED  
2021

ESTIMATED POPULATION  
AGES 18-64

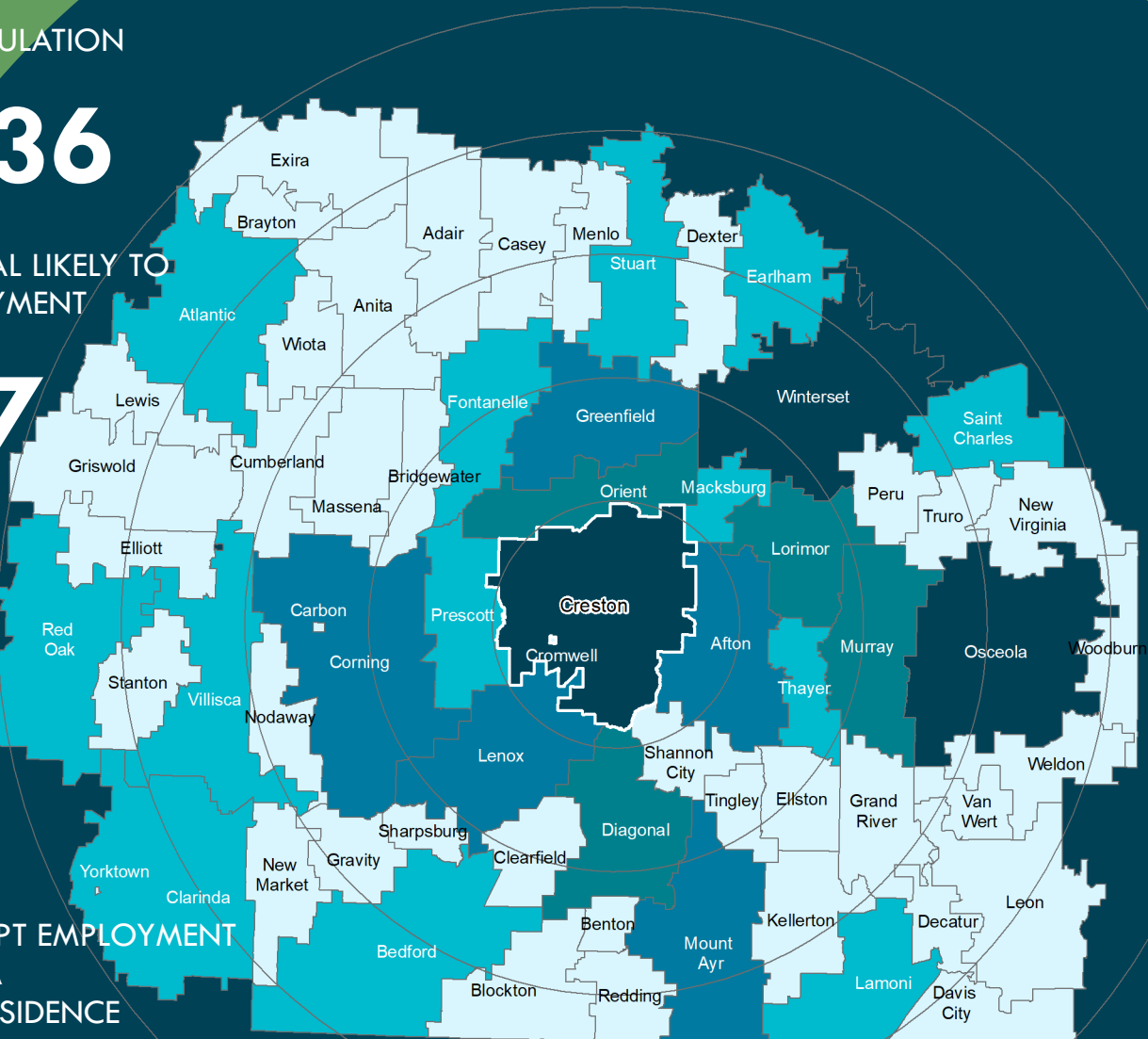
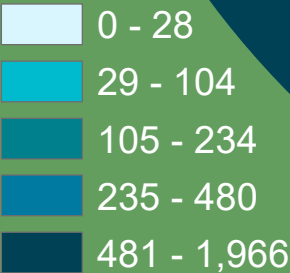
59,436

ESTIMATED TOTAL LIKELY TO  
ACCEPT EMPLOYMENT  
IN CRESTON, IA

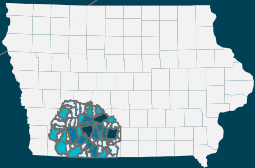
8,017



LIKELY TO  
CHANGE/ACCEPT EMPLOYMENT  
IN CRESTON, IA  
BY PLACE OF RESIDENCE  
(PER ZIP CODE)



10-Mile Interval Between Rings



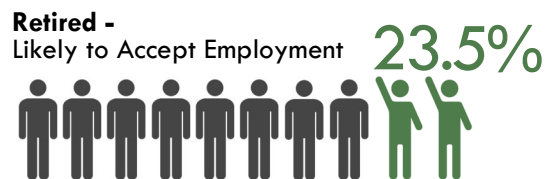
AREA SHOWN

# CRESTON LABORSHED ANALYSIS

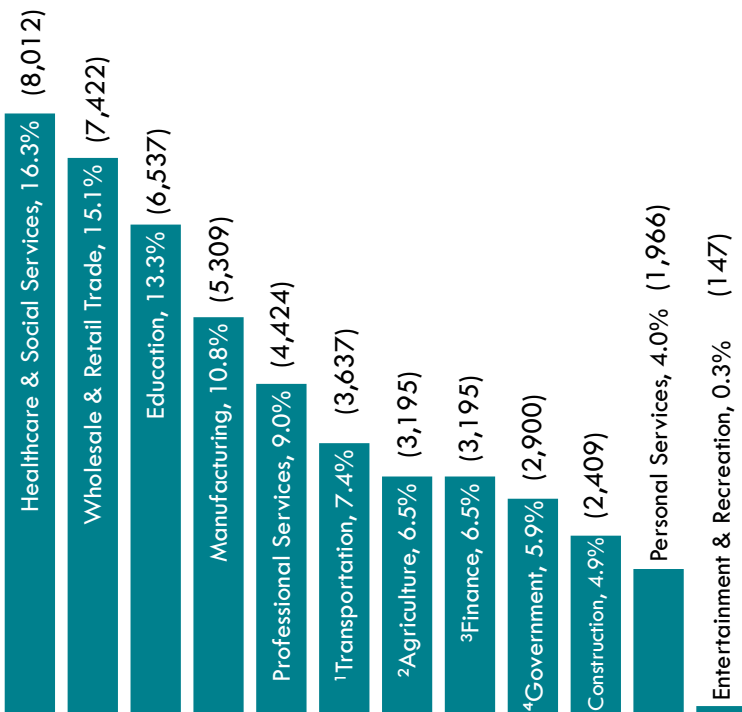
## EMPLOYMENT STATUS (ESTIMATED TOTAL)\*

(49,154)	82.7%	Employed
10.4%	(6,181)	*Unemployed
2.7%	(1,605)	Homemakers
4.2%	(2,496)	Retired

\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.



## BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)



<sup>1</sup>Transportation, Communications, & Utilities  
<sup>3</sup>Finance, Insurance, & Real Estate

<sup>2</sup>Agriculture, Forestry, & Mining  
<sup>4</sup>Public Administration, Government

Totals may vary due to rounding.

## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Health/Medical Insurance	<b>85.3%</b>
	Pension/Retirement/401K	<b>74.9%</b>
	Paid Holidays	<b>70.7%</b>
	Life Insurance	<b>69.1%</b>
	Dental Coverage	<b>66.8%</b>
	Vision Coverage	<b>63.7%</b>
	Disability Insurance	<b>59.8%</b>
	Paid Vacation	<b>59.5%</b>
	Paid Time Off	<b>56.8%</b>
	Paid Sick Leave	<b>55.6%</b>

A Laborshed area is defined by its commuting pattern and illustrates which communities contribute to an employment center's workforce and at what level. To determine the boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. The data in this publication reflects characteristics specific to the workforce in the Creston Laborshed area.

The employed are currently commuting an average of—

**15**

miles one-way for an employment opportunity

&

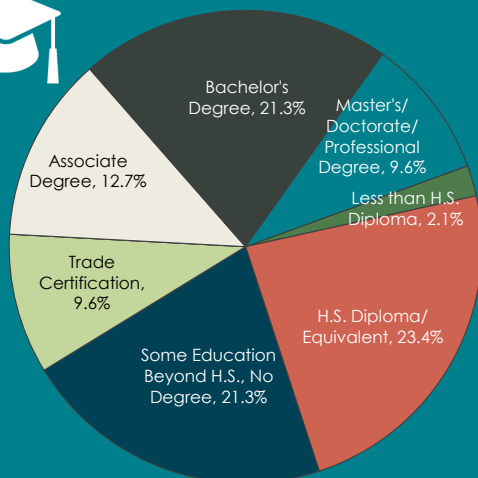
**19**  
minutes

## EMPLOYED: LIKELY TO CHANGE

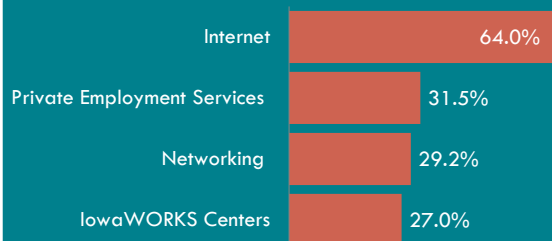
- An estimated **6,401** employed individuals are likely to change their current employment situation for an opportunity in Creston
- Current occupational categories:
 

Professional, Paraprofessional, Technical	34.9%
Production, Construction, Material Moving	18.1%
Clerical	16.9%
Service	15.7%
Sales	7.2%
Managerial	4.8%
Agricultural	2.4%
- Current median wages: \$
  - \$15.00/hour and \$58,500/year
  - \$20.00/hour - attracts 66%
  - \$23.50/hour - attracts 75%

- 74.5% have an education beyond HS



- 32.3% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:

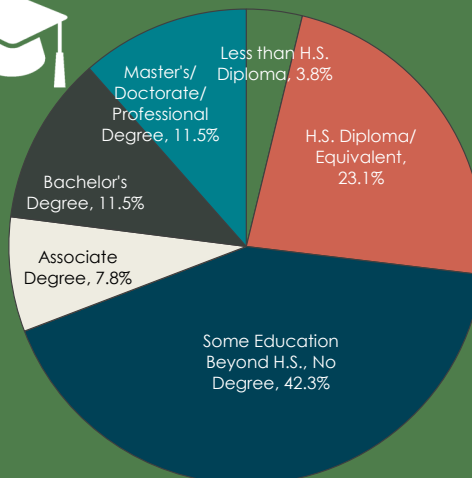
- Currently commuting an average of **16 miles/21 minutes** (one-way) to work
- Willing to commute an average of **28 miles/35 minutes** (one-way) to work

## UNEMPLOYED: LIKELY TO ACCEPT

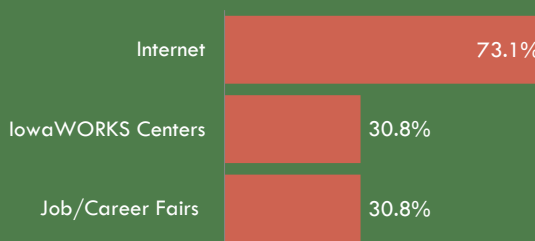
- An estimated **400** unemployed individuals are likely to accept employment in Creston
- Former occupational categories:
 

Service	25.1%
Production, Construction, Material Moving	25.0%
Professional, Paraprofessional, Technical	20.8%
Clerical	12.5%
Agricultural	8.3%
Managerial	8.3%
- Median wages: \$
  - \$14.50/hour - lowest willing to accept
  - \$15.18/hour - attracts 66%
  - \$16.93/hour - attracts 75%

- 73.1% have an education beyond HS



- 57.7% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:

- Willing to commute an average of **23 miles/39 minutes** (one-way) to work



The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Creston is estimated at 14.3 percent—approximately 596 people living in Creston work in other communities.

Most of those who are out commuting are working in Clive and Corning.


Nearly one-third (28.6%) of out commuters are likely to change employment (approximately 171 people).

57.1% earn an hourly wage—median wage is **\$19.00/hour**  
35.7% earn an annual salary.



## EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.

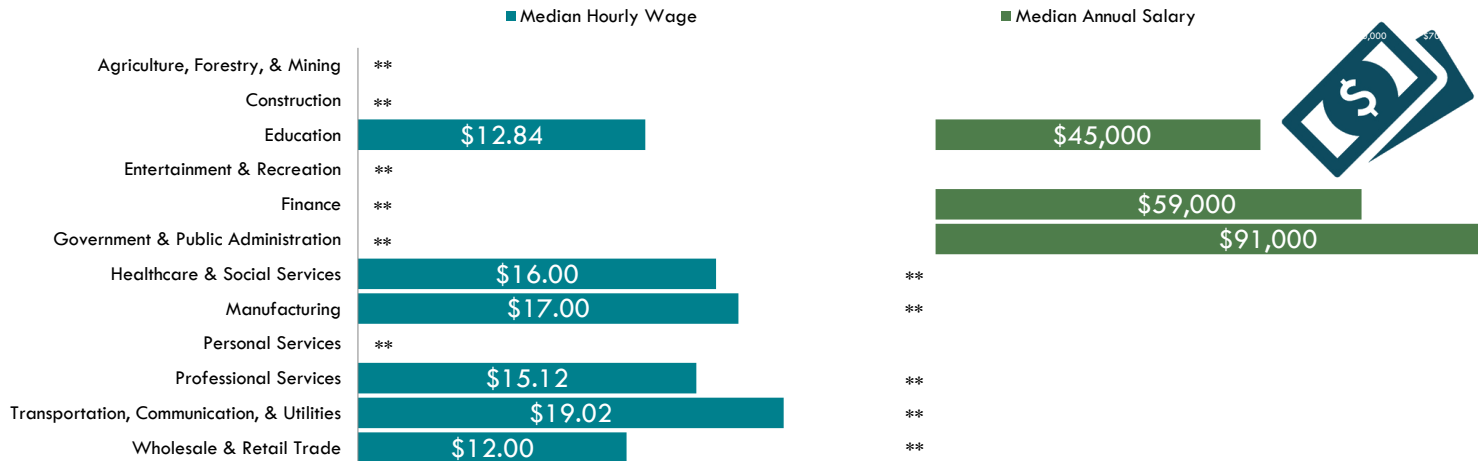


Industry	Education Beyond HS	Some Education Beyond HS, No Degree Obtained	Trade Certification/Vocational Training	Associate Degree	Bachelor's Degree or Above
Agriculture	66.7%	33.3%	16.7%	0.0%	16.7%
Construction	**	**	**	**	**
Education	92.9%	0.0%	0.0%	14.3%	78.6%
Entertainment & Recreation	**	**	**	**	**
Finance	80.0%	20.0%	0.0%	20.0%	40.0%
Government	100%	28.6%	0.0%	14.3%	57.1%
Healthcare & Social Services	89.4%	26.3%	15.8%	10.5%	36.8%
Manufacturing	78.6%	50.0%	0.0%	14.3%	14.3%
Personal Services	40.0%	0.0%	20.0%	0.0%	20.0%
Professional Services	55.5%	22.2%	0.0%	11.1%	22.2%
Transportation	55.5%	33.3%	11.1%	0.0%	11.1%
Wholesale & Retail Trade	57.1%	25.0%	7.1%	14.3%	10.7%

Top percentages among industries per education level are highlighted in the table.

\*\*Insufficient data to report.

## WAGES OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT






\*\*Insufficient survey data/refused. A lack of data for a particular industry is not necessarily indicative that there were no (or few) individuals surveyed within that industry. Rather, it may be that there simply were no respondents within that industry that also reported that they are likely to change or accept employment.

Note: A wide variety of occupations are included within these industry categories. Industry classification is based upon the respondent's reported current or former employer. Two respondents that work for a manufacturer will be classified within the manufacturing industry even if, for example, one respondent is a custodian and the other is an accountant.

## UNDEREMPLOYMENT

The underemployed are working fewer than 35 hours per week but desire more hours (**inadequate hours**); in positions that do not meet their skill or education level, or have worked for higher wages at previous employment (**mismatch of skills**); or are earning wages equal to or less than the national poverty level and work 35 or more hours per week (**low income**).

	Percent Surveyed	Estimated Total		Percent Surveyed	Estimated Total
 Inadequate Hours	2.2%	141	 Mismatch of Skills	5.2%	333
 Low Income	0.7%	45	$\Sigma$ †Total	7.4%	474

†Individuals may be underemployed for more than one reason but are counted only once for total estimated underemployment.

Note: To be counted as underemployed in any category an individual must be currently employed and likely to change their current employment situation.

IOWA  
**WORKFORCE**  
DEVELOPMENT

**IOWA**  
economic development

Data compiled and analyzed by:  
Iowa Workforce Development  
Labor Market Information Division  
1000 E. Grand Avenue, Des Moines, Iowa 50319  
Phone: (515) 281-7505 | Email: laborshed.studies@iwd.iowa.gov  
www.iowalmi.gov/laborshed

For more information regarding this Laborshed study contact:  
Union County Development Association  
301 W Montgomery  
Creston, IA 50801  
Phone: (641) 782-2003 | E-mail: director@unioncountyiowa.com  
www.unioncountyiowa.com